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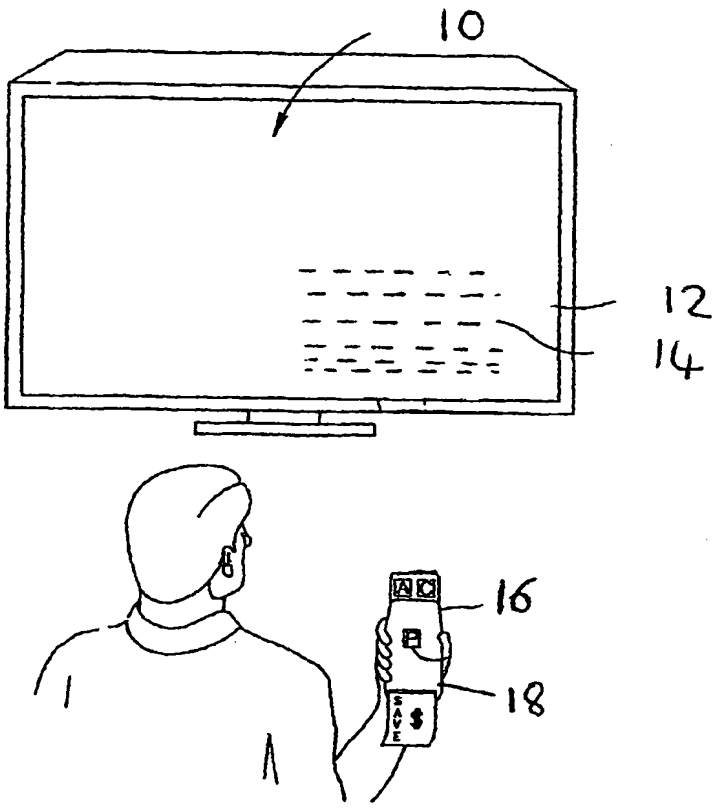
(54) Title: METHOD AND APPARATUS FOR TRANSFERRING DATA WITHIN VIEWABLE PORTION OF VIDEO SIGNAL



(57) Abstract: A video signal has a visual image (12) and carries data for optical detection (54) via the image. The data for optical detection is encoded (52) as data bits in a plurality of lines within a defined region (14) within the image. A corresponding decoder (16, 58) uses maximal energy methods to detect the defined region prior to decoding the data.

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